

RICHARD F. "DICK" MASON

1918 Seminole Trail
Lakeland, Florida 33803
863-686-2706

HIGHLIGHTS OF QUALIFICATIONS

- Accomplished engineer with background in consulting and business management.
- Highly effective in motivating employees, problem solving and client relations.
- Results-oriented individual with high performance standards.
- Experienced in strategic planning, budget preparation/control, personnel management, sales and marketing, inventory control and training development.
- Outstanding communication skills with the ability to relate to people at all levels.

PROFESSIONAL EXPERIENCE

Management/Administration

- Functioned as Florida Regional Manager for EDC, Inc. (Environmental Data Center) providing customized OSHA Compliance Programs. Introduced and implemented over 200 programs in two years. "First Watch OSHA Compliance" is now part of underwriting quotes for a major insurance company.
- Responsible for managing operations of major construction equipment distributorship.
- Extensive experience in planning, developing and implementing long and short range plans, including: strategic planning, membership development, product promotion/education, and lobbying efforts.
- Pioneered and implemented nationwide Quality Assurance Program for concrete and construction products: ready mix, block, masonry, pipe, paving, limerock and aggregate.
- Managed, trained and motivated managers and employees to meet company objectives and goals. Developed company policies and procedures.
- Personnel responsibilities included: hiring, terminations, evaluations and employee development.
- Developed and implemented employee training programs to enhance sales/customer service skills.
- Responsible for achievement of regional sales, profitability and growth goals.
- Established annual budgets, managed inventory and quality assurance/control.

Public Relations/Community Development

- Planned, designed and produced communications and public relations materials, including brochures, flyers, educational materials, news releases and forms.
- Highly effective in developing community relationships through the effective implementation of outreach activities; speakers bureau, community information programs and education seminars.
- Maintained rapport and professional effectiveness with owners/managers, distributors, manufacturers and governmental regulatory agencies under conditions of diversity and ever changing demands/needs.

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Sales and Marketing

- Successful product manager and sales executive in the construction products and OSHA compliance industry.
- Implemented programs/initiatives to build customer base, increase sales and enhance customer service.
- Developed advertising and marketing campaigns, promoting company products and services.
- Created high-impact sales presentations for individuals and groups.
- Developed monthly sales plans: set goals, identified account maintenance needed, targeted special problems and set up schedule of training sessions.

Computer Experience

- Experienced in computer applications; word processing, spreadsheets and presentation software.

EMPLOYMENT HISTORY

1996 - Present	Consultant	CONSTRUCTION, CONSTRUCTION MATERIALS AND OSHA COMPLIANCE INDUSTRIES
1992 - 1996	President	FLORIDA CONCRETE & PRODUCTS ASSOC. (FCPA)
1989 - 1991	Consultant	FLEETWING CORPORATION
1960 - 1989	President/CEO	H.F. MASON EQUIPMENT CORPORATION
1957 - 1960	Active Duty	U.S. NAVY (including command)

BOARDS AND ASSOCIATIONS

- Appointed by governor to the CENTRAL FLORIDA REGIONAL PLANNING COUNCIL
- Past Director, FIRST UNION NATIONAL BANK and FLORIDA NATIONAL BANK
- Honorary Lifetime Membership Award, 1990; President, 1981 ASSOCIATED EQUIPMENT DISTRIBUTORS and Past National Director of TRIP (The Road Information Program)
- Member, YOUNG PRESIDENT'S ORGANIZATION (49'ers)
- Past Director, ASSOCIATED INDUSTRIES OF FLORIDA
- Past Chairman, LAKELAND REGIONAL MEDICAL CENTER
- Past President, LAKELAND HABITAT FOR HUMANITY
- Board of Counselors, FLORIDA SOUTHERN COLLEGE
- Past President, LAKELAND AREA CHAMBER OF COMMERCE
- Past Board Member, LAKELAND ROTARY CLUB
- Trustee, LAKELAND FAMILY YMCA
- Past President, FLORIDA CONCRETE & PRODUCTS ASSOC., including FLORIDA LIMEROCK & AGGREGATE INSTITUTE & FLORIDA CONCRETE PIPE INSTITUTE
- Past Director, FLORIDA PRESTRESSED CONCRETE ASSOCIATION
- Past Director, FLORIDA TRANSPORTATION BUILDERS ASSOCIATION

ACADEMIC QUALIFICATIONS

Bachelor of Science in Mechanical Engineering - Duke University - Durham, NC
Attended numerous technical, sales, and marketing seminars and workshops

Authored articles on various aspects of the construction industry.